

Contents

Education and Training

The Academy/Industry Binary: The Effect of Distance Education on the Debate <i>Angela Eaton</i>	1
Certifying Technical Communicators: an Historical Perspective <i>Andrew Malcolm and Lawrence D. Kunz</i>	5
Crossing the Chasm: The Quest to Bring the Best of Academia and Industry to the Technical Communication Profession <i>LeeAnne G. Kryder</i>	9
Curriculum Re-design for Web-Based and Distance Learning: The "Search" for Online Models <i>Mary Ann Eiler, Susan Feinberg and Margaret Murphy</i>	14
From Email to the Web: Teaching an ESL Technical Writing Class <i>Charles R. Crawley</i>	19
From Ice Cream to Mousetraps: Explaining Technical Communication to K-12 Students <i>Charles R. Crawley</i>	23
German Academic Programs in Technical Communication <i>Herb J. Smith</i>	27
Global Perspectives 2001: An Interdisciplinary Course that Prepares Students for Issues Related to Power and Communication in the 21st Century <i>Madelyn Flammia</i>	30
In-House Usability Training: Culture Change You Can Afford <i>Elaine Randolph and Lynn Ballard</i>	33
Limitations in Technical Communication Ethics: Mastering the Shades of Gray <i>Jacelin Witta Colosky</i>	37
Making the Grade, or How to Upgrade an Online Class <i>Lynnette R. Porter</i>	40
Managing Project Expectations <i>Stephen W. Murphy</i>	46
Planning a Community: The Value of Online Learning Communities in Technical Communication <i>Lynnette R. Porter</i>	49
Practice and Feedback in Technical Tutorials <i>Robert Krull</i>	55

Preparing Students to Work with Technical Staff	
<i>Donald C. Samson Jr.</i>	61
Preparing Writers for a Global Role in Technical Communication through Metacognition, Transfer, and Learning to Learn	
<i>Carolyn Boiarsky</i>	66
STC and Academe: Pooling Our Expertise, Enhancing Our Profession	
<i>Christine Abbott, Mary Ryba Knepper, Joy Mason and Barb Ostapina</i>	70
Students as Netizens: Connecting the Classroom with the Web	
<i>Henrietta Nickels Shirk</i>	76
Students' Technological Difficulties in Using Web-based Learning Environments	
<i>Sherry Southard and Philip Rubens</i>	82
Technical Communication and Distance Education: What's Being Done, Where We Can Go	
<i>Angela Eaton</i>	87
Three Worlds of Online Education: Evaluation of Commercial Courses	
<i>Avon J. Murphy</i>	93
Training for E-Business: Turning Your Education Offerings On!	
<i>Donna McLean</i>	96
Training: The Path to Certification	
<i>William H. DuBay</i>	101
 <i>Information Design</i>	
Audience Analysis: Looking Beyond the Superficial	
<i>Geoffrey J.S. Hart</i>	105
The Big Cocktail: Cognitive and Humanistic Traits of an Information Designer	
<i>Sokol Zace</i>	108
Building a Better Launchpad: A Case Study in Helping Users to Complete a Complex Task	
<i>Daina Pupons Wickham</i>	114
Creating the Out-of-the-Box Experience: A Case Study	
<i>Tim Hogan</i>	119
Creative Techniques for Modifying Images	
<i>Judith A. Birchman</i>	122
Defining the Out-of-the-Box Experience: A Case Study	
<i>Katherine McMurtrey</i>	127

Delivering Dynamic Content	
<i>Susan Cross, Conrad Gottfredson and Ann Rockley</i>	130
Designing for the Web: Special Considerations for Safety Information	
<i>Lisa A. Tallman</i>	135
Designing the Out-of-the-Box Experience: A Case Study	
<i>Lee Anne Kowalski</i>	141
Developing an Effective Online Marketing Plan	
<i>Regina M. Caldanaro and Jodie Pait</i>	146
Effective Trends and Techniques for Integrating Type and Images	
<i>Susan G. Miller</i>	151
Getting Your Documents Online	
<i>John Thurston</i>	156
How I Survived XML Single Sourcing	
<i>Charles Cantrell and Ann Rockley</i>	160
How to Stop Writing Documentation and Start Working for Your Users	
<i>Karen Bergen</i>	165
How We Developed an Intranet: Using the Web to Inform Employees, Manage Projects, and Save Money	
<i>Michael Harvey</i>	168
Image File Formats for Print and Web	
<i>Judy A. Birchman and Susan G. Miller</i>	172
Information Modeling for Single Sourcing	
<i>Pamela Kostur and Ann Rockley</i>	178
Interactive Help: Adapting Content for Multiple Users	
<i>Christina M. Downs and Anne F. Jackson</i>	183
The New Literacies of the Digital Age	
<i>Caroline M. Stern</i>	188
Particle Physics, Frank Lloyd Wright and Feng Shui: A Walking Tour Through Spatial Web Design	
<i>Gary Heba</i>	193
Redesigning a Chapter Web Site: Creating a Navigation Structure	
<i>Joseph P. Gannon and Suzanne D. Williams</i>	199
User Experience Design for Working Web Sites and Applications	
<i>Paul Sisler and Catherine Titta</i>	203
Using Type as a Design Element	
<i>Mary A. Sadowski</i>	209

Validating the Out-of-the-Box Experience: A Case Study <i>Eileen F. Kopp</i>	213
You and Me: Making Technical Communication Personal <i>Jonathan Price</i>	215
 <i>Management and Professional Development</i>	
Advanced Toolkit for Experienced Technical Communicators: Nine Quality Characteristics and a Process to Check for Them <i>Lori Fisher</i>	217
Advanced Toolkit for Experienced Technical Communicators: Using a User-Centered Design Process to Overcome Challenges in Implementing a User-Centered Design Process <i>Whitney Quesenbery</i>	221
Advanced Toolkit for Experienced Technical Communicators: Whose UI Is It, Anyway? Skills and Resources for Moving Beyond Traditional Documentation Deliverables <i>Andrea L. Ames</i>	226
Borders Are Not Barriers: Running a Multilingual Tech Pubs Competition <i>Jennifer O' Neill and Patricia McClelland</i>	230
Creative Ways to Reward Employees and Improve the Quality of their Deliverables <i>John Murphy, Barbara Giammona, Ilana Rosenshein, Patrick Reed-Reimer, Taryn Light and Gloria Reisman</i>	232
Discover Buried Treasure at Your Local STC Chapter Meetings <i>Rhonda S. Lunemann</i>	237
The Evolving Role Of Writers in Design <i>Eric Olsen</i>	239
From Sea to Shining Sea...Bi-Coastal Teaming <i>Leah P. Chappell, Deborah Gill-Hesselgrave and Strecker Peterson</i>	244
From Tech Pubs to Information Management <i>Peter Dykstra</i>	248
Global Communication: Building a Bridge between Ohio and Japan <i>Michael Kauppi, Brenda McGuire, Laura Modisette and Sue Wolford</i>	254
Making a Big Business out of Technical Writing <i>Barbara J. Sher</i>	257
Managing the Virtual Worker/Telecommuter <i>Peter C. Heikes</i>	263

Processes, Roles, and Regulations: (Re)defining What Technical Communicators Do	
<i>Roberta A. Rupel</i>	268
Recruiting and Mentoring Usability Specialists	
<i>Roberta Shroyer</i>	273
Rescuing an Ailing Documentation Project	
<i>John Nihmey and Anton Holland</i>	278
Serving Special Needs in Technical Communication	
<i>Dan Voss</i>	281
Should You Incorporate?	
<i>Melanie G. Flanders</i>	286
Starting and Maintaining A Documentation Department - Concepts, Principles, and Techniques	
<i>Sandy Storey and Peter Hartman</i>	288
Success With Self-Directed Teams	
<i>Dennis M. McCarthy</i>	294
Success With Virtual Teams	
<i>Iris DeCastro</i>	300
The Theory and Practice of Outsourcing	
<i>Dave Griffiths</i>	306
Usable, Accessible Web Pages for Low Vision: Criteria for Designers	
<i>Gloria A. Reece</i>	311
Year II and Growing: A Report form the STC Special Needs Committee: The Nature of Deafness	
<i>Andrew Malcolm</i>	324
 <i>Theory and Research</i>	
Application of Theory: Minimalism and User Centered Design	
<i>Mary Lou Mazzara</i>	327
Applying Technical Communication Theory in the Workplace: Can Theoretical Frameworks Survive in the World of e-Business?	
<i>Roger A. Grice</i>	332
Communicating about Environmental Risk with Stakeholders	
<i>Hillary Hart</i>	335
Decision Support Systems (DSSs) for Environmental Management: Web-Based Communication Modules to Enhance Public Participation	
<i>Charlotte Kaempf</i>	338

Designing Web Sites to Educate, Induce Action, and Promote Participatory Communication for Decision-Making <i>Heather Sehmel</i>	344
The Effect of Text Structure on Text Comprehension of Japanese and American Readers <i>Jan H. Spyridakis and Waka Fukuoka</i>	350
English in Technical Communication - Global Language, Global Culture? <i>Marjo Kuusto</i>	355
Ethics du jour: A Model for Ethical Decision Making in Technical Communication <i>George Slaughter</i>	360
Intercultural Research in Page Design and Layout for Asian/Pacific Audiences <i>Mitsuyuki Ichimura</i>	366
Participatory Decision Making, Technology, and the Environment: Overview <i>Carolyn D. Rude</i>	372
Reviewing and Rebuilding Technical Communication Theory: Considering the Value of Theory for Informing Change in Practice and Curriculum <i>William Hart-Davidson</i>	374
Risk Communication—Lessons from Communication Science <i>Donald E. Zimmerman</i>	380
Setting Usability Requirements For A Web Site Containing A Form <i>Sarah Miller and Caroline Jarrett</i>	386
Strategies for Usability: Putting ISO Standards to Practice <i>David Dick</i>	391
A Study on Collaborative Invention of Discourse among Disciplinary Experts: The Admiral Elmo R. Zumwalt, Jr. National Program for Countermeasures to Biological and Chemical Threats as an Activity System <i>John C. Gooch</i>	395
Technology Theory And Research: Technical Communication's Partner In The Age Of The Smart Machine <i>Stephen M. Tytko</i>	401
Trends in Research and Faculty Preparation <i>Doris J. Rash-Konneh</i>	407
Trying to Measure Bad Things That Never Happen: The Rhetoric of Decision Making in Technical Communication <i>Charlsye J. Smith</i>	411

Understanding Users: Making the Transition from a Paper to an Electronic Reference System	
<i>Sherry Steward</i>	417
Usability Means User-centred Design	
<i>Caroline Jarrett</i>	420
Using Web Tools to Communicate about Risks to the Public	
<i>Frederick M. O'Hara, Jr. and Frederick W. Stoss</i>	426
What Does Usability Mean: Looking Beyond 'Ease of Use'	
<i>Whitney Quesenbery</i>	432
 <i>Tools and Technology</i>	
Content Management for Single Sourcing	
<i>Ann Rockley</i>	437
Design, Technology, and Collaboration: A Case Study in Internet Publishing	
<i>Mary Ann Eiler</i>	440
Digital Video Design and Production Tips for Technical Communication	
<i>David B. Robbins</i>	443
Ethical Insights on XML and Single Sourcing	
<i>Debbie Wiles</i>	448
How Does E-Commerce Work?	
<i>Linda Wokosin</i>	451
How to Create Web-based Training (WBT)	
<i>Scott DeLoach</i>	455
Implementing New Desktop Publishing Tools	
<i>Regina M. Lipkin</i>	459
Intellectual Property for Technical Communicators: A Primer	
<i>Nancy Baum Delain</i>	462
Large-scale HTML Conversion Using a Word Processor	
<i>Takayoshi Hara and Mayumi Seitou</i>	468
Machine Translation: An Objective Look and Primer	
<i>Carol Luttrell</i>	472
Mobile Manuals for Mobile Professionals	
<i>Susan Buckley</i>	474
An Overview of HTML-based Help	
<i>Scott DeLoach</i>	480
Single Source Tools: An Integrated Solution	
<i>Ann Rockley</i>	483

Tips and Tricks of Information Management	
<i>Renato A. Dijamco</i>	485
Using 6 Sigma Methodology and Tools to Design and Implement a Single Source Documentation Process	
<i>Jeannette Eichholz</i>	488
XML Basics and FAQ	
<i>Steve Manning</i>	493
 <i>Writing and Editing</i>	
Achieving Success with Intranet based Online Documentation	
<i>Edward D J Frost</i>	498
A Brief History of Technical Communication	
<i>Frederick M. O'Hara, Jr.</i>	500
Careful Scientific Writing: A Guide for the Nitpicker, the Novice, and the Nervous	
<i>Elaine R. Firestone and Stanford B. Hooker</i>	505
Creating Online Newsletters Without Pain and Aggravation	
<i>Don Huntington</i>	511
Developing your Online Portfolio	
<i>Kevin M. Barry and Jill C. Wesolowski</i>	517
Editing in a Single-Source Environment	
<i>Janice Gelb</i>	522
Editing: An Arcane Strategy for New Millennium Technology?	
<i>Anne L. Block</i>	524
Going Global Without Going Broke	
<i>Jennifer O' Neill</i>	528
Going Global: The Challenges of Writing for International Audiences	
<i>Erin Heximer and Lisa Wu</i>	532
Health and Safety Information for Specialized Vocational Audiences	
<i>Kris S. Freeman</i>	537
Help Is Dead. Long Live Help!	
<i>Paul Sisler and Catherine Titta</i>	543
Issues in Scientific Communication	
<i>David L. Armbruster, Murrie W. Burgan, Christine M. Farmery, Jeffrey L. Hibbard and David E. Nadziejka</i>	549
Living and Working in China: Understanding Communication Requirements	
<i>William O. Coggin, Betty F. Coggin and Xiaoli Li</i>	551

Moving to Electronic Delivery of Documentation <i>Angela Robertson and Sandy Storey</i>	556
Nontraditional Communication about Health Risks: Hired Farm Laborers <i>Katherine J. Hall</i>	561
Quality Basics: What you need to know to get started <i>Jennifer Atkinson, Donald Lenk, Amy Perry, Ralph Robinson and Roberta A. Rupel</i>	566
Science Communication and Global Change <i>Frederick M. O'Hara, Jr.</i>	572
Strategies for Condensing Online Text <i>Alysson M. Troffer</i>	576
Training the Brain: Building an Online Course <i>Thet Shein Win, Laura Arendal and Wen Chao</i>	581
Web Delivery of Corporate Policies and Procedures <i>Jeanette P. Evans</i>	587
Writing about Science for General Audiences <i>Donald C. Samson Jr.</i>	589
Writing to a Global Audience <i>Gary J. Erwin</i>	594
 <i>Indexes</i>	
Title Index	597
Author Index	603
Subject Index	606